

**IN THE CLAIMS:**

**I CLAIM:**

- 5           1)     A display case apparatus for cosmetics and other personal care products  
comprising:  
  
                  a housing having an overall shape defining a peripheral edge;  
                  a retainer defining a plurality of interstices, said retainer coupled to said housing  
such that it is co-extensive with at least a portion of the housing peripheral edge, said retainer  
10   having a front whereupon a pre-determined design is displayed, whereas the plurality of  
interstices are disposed at positions corresponding to pre-determined portions of the design;  
                  at least one holding compartment disposed within at least one retainer interstice  
for receiving an article.
- 2)     The display case apparatus of claim 1, further comprising containers disposed  
15   within at least one holding compartment.
- 3)     The display case apparatus of claim 1, wherein the design displayed on the  
retainer front is a human face design, the interstices are disposed on the surface of the face, and  
the articles to be received in the compartments are containers of cosmetics and/or personal care  
articles.
- 20         4)     The display case apparatus of claim 3, wherein the human face design has a pre-  
determined color or shade scheme.

5) The display case apparatus of claim 4, wherein the containers further comprise a transparent cover allowing the color or shade of the cosmetic and/or personal care articles to be visible to a viewer.

6) The display case apparatus of claim 5, wherein the cosmetics or personal care  
5 articles disposed within the containers have a color complementary to the face design shade or color scheme.

7) The display case apparatus of claim 3 wherein the containers are of a shape conforming to specific contours of the holding compartments.

8) The display case apparatus of claim 3 further comprising attachment means  
10 disposed within the holding compartments for releaseably coupling containers within the holding compartments.

9) The display case apparatus of claim 7 wherein containers of a pre-determined shape are interchangeably disposable within the corresponding holding compartment.

10) The display case apparatus of claim 9 wherein the shape of the containers  
15 corresponds to the particular class of cosmetics or personal care articles contained.

11) The display case apparatus of claim 8 wherein the attachment means comprise magnets.

12) The display case apparatus of claim 8 wherein the attachment means comprise ring and hook type fabrics.

13) The display case apparatus of claim 8 wherein the attachment means comprise a flexible snap lip configuration.

14) The display case apparatus of claim 8 wherein the attachment means comprise a pin and hole configuration.

5 15) A method for displaying cosmetics and/or personal care articles comprising the steps of:

providing a design corresponding to a human body portion having pre-determined colors, the design defining interstices at locations in the design corresponding to pre-determined body part segments.

10 disposing within the interstices cosmetic and personal care containers of a pre-determined color or shade complimentary with the pre-determined body part segment.

16) The method of claim 15 further comprising alternatively placing and removing containers within the body part segment interstices of differing pre-determined colors or shade.

17) The method of claim 15 wherein the human body portion is a facial design.

15 18) A display case apparatus for cosmetics and other personal care products comprising:

a housing having an inner surface on which a pre-determined design is displayed;

a optically transparent retainer defining a plurality of interstices, said retainer

coupled to said housing overlaying said housing inner surface such that the surface pre-

determined design is visible through said retainer and whereas the plurality of interstices are disposed at positions corresponding to pre-determined portions of the design;

at least one holding compartment disposed within at least one retainer interstice for receiving an article.

5           19)    The display case apparatus of claim 18, further comprising containers disposed within at least one holding compartment.

          20)    The display case apparatus of claim 18, wherein the pre-determined design displayed housing inner surface is a human face design and the pre-determined positions correspond to portions of the face, and the articles to be received in the compartments are  
10   containers of cosmetics and/or personal care articles.

          21)    The display case apparatus of claim 20, wherein the human face design has a pre-determined color or shade scheme.

          22)    The display case apparatus of claim 21, wherein the containers further comprise a transparent cover allowing the color or shade of the cosmetic and/or personal care articles to be  
15   visible to a viewer.

          23)    The display case apparatus of claim 22, wherein the cosmetics or personal care articles disposed within the containers have a color complementary to the face design shade or color scheme.

          24)    The display case apparatus of claim 20, wherein the containers are of a shape  
20   conforming to specific contours of the holding compartments.

25) The display case apparatus of claim 20 further comprising attachment means disposed within the holding compartments for releaseably coupling containers within the holding compartments.

26) The display case apparatus of claim 24 wherein containers of a pre-determined  
5 shape are interchangeably disposable within the corresponding holding compartment.

27) The display case apparatus of claim 26 wherein the shape of the containers corresponds to the particular class of cosmetics or personal care articles contained.

28) The display case apparatus of claim 25 wherein the attachment means comprise magnets.

10 29) The display case apparatus of claim 25 wherein the attachment means comprise ring and hook type fabrics.

30) The display case apparatus of claim 25 wherein the attachment means comprise a flexible snap lip configuration.

15 31) The display case apparatus of claim 25 wherein the attachment means comprise a pin and hole configuration.

32) A display device for exhibiting cosmetics and other personal care products comprising:

a housing having an inner surface;

a human facial design applied to at least a part of the housing inner surface,

20 having at least one facial element with a shape, the facial element depicted at a pre-determined

location of the facial design, the facial design defining at least one interstice at the facial element for receiving a container of a pre-determined type of cosmetic, the interstice having a shape conforming to at least a part of the facial element shape.

33) The device of claim 32 further comprising a container for receiving pre-determined type of cosmetic disposed within the interstice, the container having a shape conforming to at least a part of the interstice shape and occupying a location on the facial element corresponding to an area of a user's face where the pre-determined type of cosmetic is to be used, the container being freely removable from the facial design.

34) The device of claim 34 wherein the facial design is a customized depiction of a particular human user's complexion.

35) The device of claim 33 wherein the container has a plurality of segmented compartments each to receive a pre-determined cosmetic product.

36) The device of claim 33 wherein the housing inner surface also defines means for receiving pre-determined cosmetic accessories.

37) The device of claim 36, wherein the pre-determined cosmetic accessories comprise brushes and applicators.

38) The device of claim 33 wherein the housing inner surface is a first inner surface and the housing has a second inner surface having a mirror occupying at least a part of the second inner surface.

39) The device of claim 32 wherein the facial element is a first facial element and the device further comprises a human facial design applied to at least a part of the housing inner surface, having a plurality of facial elements each with a shape, the facial elements each located at a pre-determined location of the facial design, the facial design defining a plurality of

5 interstices at the facial elements each interstice for receiving at least one container of a pre-determined type of cosmetic, the interstices having a plurality of shapes conforming to a plurality of facial element shapes.

40) The device of claim 32 wherein the facial element is lips, the container is lip shaped and the container is for receiving lip coloring cosmetics.

10 41) The device of claim 32 wherein the facial element is an eye, the container is eye shaped, and the container receives eye cosmetics.

42) The device of claim 32 wherein the facial element is a cheek, the container conforms to at least a part of the cheek shape and the container receives skin cosmetics.

15 43) The device of claim 32 wherein the facial element is an eyebrow, the container is eyebrow shaped and the container receives one of eye shadow, eyeliner, and mascara.